

**Abstract**

The present invention provides a system and method for predicting the likelihood of materialization of pending reservations for the purchase of perishable commodities. Details pertaining to perishable commodities for which reservations for purchase have been made in the past, are gathered and analyzed as are details pertaining to perishable commodities for which reservations for purchase are currently pending. Based upon the analysis, the likelihood that a particular pending reservation will actually be purchased or "materialize" is determined and this information is utilized for yield management.

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